



WEWS

ORDER

Print Date 09/28/12

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Flight Dates **09/26/12-10/02/12**

Contract / Revision **311582 /** **Renacci For Congress OH-16 9.26-1**

Original Date / Revision 09/28/12 09/28/12 Agency Com 15%

Advertiser **Renacci / Republican / Cong**
Buying Contact
815 Slaters Lane
Alexandria, VA 22314

Agency **American Media and Advoc**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00

Estimate # **3232**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35-64

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	35	\$52,275.00	\$61,500.00	0.00	08/27/12	09/30/12	35	\$52,275.00	\$61,500.00
October 2012	20	\$17,382.50	\$20,450.00	0.00	10/01/12	10/02/12	20	\$17,382.50	\$20,450.00
Totals	55	\$69,657.50	\$81,950.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	WEWS	09/26/12	10/02/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	12211--	:30	7	\$550.00	P-2	0.00 NM	7	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>		
Week:		09/24/12	09/30/12	--211--	4				\$550.00			0.00		
Week:		10/01/12	10/07/12	12-----	3				\$550.00			0.00		
2	WEWS	09/26/12	10/02/12		CM	7-9a	21121--	:30	7	\$600.00	P-2	0.00 NM	7	\$4,200.00



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Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:20:00

Advertiser **Renacci / Republican / Con** Product **Renacci For Congress OH-1** Estimate # **3232**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F GMA 7-9a											
				M-F GMA 7-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 121--					4	\$600.00		0.00			
Week:		10/01/12	10/07/12	21-----					3	\$600.00		0.00			
E 3	WEWS	09/29/12	09/29/12	Sa 6a-8a News	CM	6-8a	-----S-	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Sa 6-8a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$400.00		0.00			
4	WEWS	09/26/12	10/02/12	M-F 5-6p News	CM	5-6p	22222--	:30	10	\$950.00	P-2	0.00	NM	10	\$9,500.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 222--					6	\$950.00		0.00			
Week:		10/01/12	10/07/12	22-----					4	\$950.00		0.00			
5	WEWS	09/26/12	10/02/12	M-F 6-630p News	CM	6-630p	11111--	:30	5	\$1,300.00	P-2	0.00	NM	5	\$6,500.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 111--					3	\$1,300.00		0.00			
Week:		10/01/12	10/07/12	11-----					2	\$1,300.00		0.00			
6	WEWS	09/30/12	09/30/12	SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
				SU 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,300.00		0.00			
7	WEWS	09/26/12	10/02/12	M-F 7-730p	CM	7-730p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				7-730p The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 111--					3	\$1,000.00		0.00			
Week:		10/01/12	10/07/12	11-----					2	\$1,000.00		0.00			
8	WEWS	09/26/12	10/02/12	M-F 730-8P	CM	730-8p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
				730-8p Let's Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 111--					3	\$1,000.00		0.00			
Week:		10/01/12	10/07/12	11-----					2	\$1,000.00		0.00			
9	WEWS	09/29/12	09/29/12	OSU Football	CM	12p-1130p	-----S-	:30	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
				Ohio State Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$20,000.00		0.00			
E 10	WEWS	09/30/12	09/30/12	Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				Sunday Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$5,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WEWS	09/24/12-09/30/12		Sunday Prime C		9-10p	-----Su	:30		(\$5,000.00)		0.00	NM		
See MG 10.2															
[n/a]															
2	WEWS	09/24/12-09/30/12		Sunday Prime D		10-11p	-----Su	:30		\$5,000.00		0.00	NM		
Ⓜ MG for 10.1 09/30															
11	WEWS	09/26/12	10/02/12	M-F 11-1135P Late News	CM	11-1135p	11111--	:30	5	\$2,400.00	P-2	0.00	NM	5	\$12,000.00
				M-F 11-1135P Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-- 111--					3	\$2,400.00		0.00			
Week:		10/01/12	10/07/12	11-----					2	\$2,400.00		0.00			



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Order Sep 00:20:00

Advertiser **Renacci / Republican / Con** Product **Renacci For Congress OH-1** Estimate # **3232**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
12	WEWS	09/29/12	09/29/12	SA 1135-1150p Sports CM Sports Saturday late	CM	1130p-1150p	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-		1				\$800.00		0.00			
13	WEWS	09/30/12	09/30/12	SU 11-1135P Late News CM SU 11-1135P Late News	CM	11-1135p	-----S	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S		1				\$2,400.00		0.00			
14	WEWS	09/26/12	09/28/12	M-F 1135p-1202a Nightlir CM M-F 1135p-1202a Nightlir	CM	1135p-1207x	--111--	:30	3	\$1,400.00	P-1	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--111--		3				\$1,400.00		0.00			
15	WEWS	10/01/12	10/02/12	M-F 1135p-1202a Nightlir CM M-F 1135p-1202a Nightlir	CM	1135p-1207x	11-----	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	11-----		2				\$900.00		0.00			
Totals														55	\$81,950.00